

Ziqi Zhong

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Education

PhD in Quantitative Marketing , London School of Economics, United Kingdom	2026 (expected)
Intercollegiate: London Business School (2022 - 2024)	
MRes in Quantitative Marketing , London School of Economics, United Kingdom	2023
BEng in Cyber Security (Inaugural Graduate) , Guangdong University of Foreign Studies, China	2018

Research & Teaching Interests

Substantive: Digital Marketing, Business for Good, Sustainability, Marketing-finance Interface

Methodological: Behavioural and Experimental Economics, Causal Inference, Machine Learning

Selected Works

Zhong, Z. and X. Li, “Re-Visiting the Green Puzzle: The Effect of Eco-Positioning on Inertial Consumers” (2024), **ISMS 2024**

Zhong, Z. and EY. Zhao, “Engaging Fears: The Effect of Horror Stimuli in Video Games on Consumer Purchasing Behaviour”, **ISMS 2024**

Working in Progress

Z. Zhong and YY. Peng, “Time is Money Indeed: The Effect of Time Investment on Consumer’s Discount Sensitivity across Online Shopping Platforms”, Data collection in progress.

Zhong, Z. and EY. Zhao, “Engaging Fears: The Effect of Horror Stimuli in Video Games on Consumer Purchasing Behaviour”, **ISMS 2024**, Data collection in progress.

YY. Peng and **Z. Zhong**, “Is Cyberbullying a Form of Hedonism? Theory and Evidence”, Data collection in progress.

Other Publications

Jin, K., **Z. Zhong** and EY. Zhao “Sustainable Digital Marketing under Big Data: An AI Random Forest Model Approach” (2024), **IEEE Transactions on Engineering Management**, 71, 3566-3579 (AJG/ABS: 3, IF: 5.8)

Zhong, Z. and EY. Zhao, “Collaborative Driving Mode of Sustainable Marketing and Supply Chain Management Supported by Metaverse Technology” (2023), **IEEE Transactions on Engineering Management**, 71, 1642-1654. (AJG/ABS: 3, IF: 5.8)

- Zeng, X. and **Z. Zhong**, “Multimodal Sentiment Analysis of Online Product Information Based on Text Mining under the Influence of Social Media” (2022), *Journal of Organizational and End User Computing*, 34(8), 1–18. (JCR: Q1, IF: 7.4)
- Chen, J., **Z. Zhong**, Q. Feng, and L. Liu (2022), “The Multimodal Emotion Information Analysis of E-commerce Online Pricing in Electronic Word of Mouth” *Journal of Global Information Management*, 30(11), 1-17. (AJG/ABS: 2, IF: 4.7)
- Li, Y., **Z. Zhong**, F. Zhang, and X. Zhao (2022), “Artificial Intelligence-Based Human-Computer Interaction Technology Applied in Consumer Behavior Analysis and Experiential Education”, *Frontiers in Psychology*, 13:784311. (JCR: Q1, IF: 4.2)
- Li, C., K. Jin, **Z. Zhong**, P. Zhou, and K. Tang (2022), “Financial Risk Early Warning Model of Listed Companies Under Rough Set Theory Using BPNN”, *Journal of Global Information Management*, 30(7), 1-18. (AJG/ABS: 2, IF: 4.7)
- Feng, B., K. Sun, **Z. Zhong**, and M. Chen (2021), “The Internal Connection Analysis of Information Sharing and Investment Performance in the Venture Capital Network Community”, *International Journal of Environmental Research and Public Health*, 18(22), 11943. (JCR: Q1, IF: 4.6)
- Jin, X., P. Zheng, **Z. Zhong**, and Y. Cao (2020), “The Effect of Venture Capital on Enterprise Benefit According to the Heterogeneity of Human Capital of Entrepreneur”, *Frontiers in Psychology*, 11:1558. (JCR: Q1, IF: 4.2)

Conference & Invited Presentations

ISMS Marketing Science Conference

“Escaping the Green Dilemma: Marketing Interventions on Sustainability Adoption”, ISMS, 2024.

“Engaging Fears: The Effect of Horror Stimuli in Video Games on Consumer Purchasing Behavior”, ISMS, 2024.

European Marketing Academy Annual Conference & Doctoral Colloquium

“Escaping the Green Dilemma: Marketing Interventions on Sustainability Adoption”, *EMAC*, 2024.

“Engaging Fears: The Effect of Horror Stimuli in Video Games on Consumer Purchasing Behavior”, *EMAC*, 2024.

International Conference on Digital Society and Intelligent Systems

“Advancing Sustainable Marketing through Empowering Recommendation: A Deep Learning Approach”, IEEE: *DsInS*, 2023.

International Conference on Computer Science and Management Technology

“Enhancing Sustainability Marketing Strategies in Online Transactions: A Categorical Factorization Approach”, ACM: *ICCSMT*, 2023.

International Conference on Industrial IoT, Big Data and Supply Chain

“Sustainable Supply Chain Distribution Model of Fashion Market Based on Improved Ant Colony Algorithm”, IEEE: *IIoTBDSC*, 2023.

International Conference on E-Commerce and Internet Technology

“Research on the Precise Marketing Method of Goods Based on Big Data Technology”, IEEE: *ECIT*, 2021.

“Research on Precision Marketing Strategy Based on Cluster Analysis Algorithm”, IEEE: *ECIT*, 2020.

Awards & Grants

AI Research and Impact Support Fund (RISF), 5,000 pounds	2024 - 2025
INFORMS Marketing Science Doctoral Consortium Fellow	2024
Phelan US Centre Research Grants, 2,500 pounds	2024
Lee Family PhD Scholarship, 169,000 pounds in total	2021 - 2025

LSE PhD Studentship, 18,000 pounds	2021
Top 10 Person of the Year 2016, GDUFS	2016

Service & Experience

Ad Hoc Reviewer

IEEE Transactions on Engineering Management

Humanities and Social Sciences Communications

Scientific Reports

Teaching

London School of Economics

Marketing (MG212, Undergraduate) - Class Teacher	2024 - 2025
Consumer Behaviour (MG103, Summer School) - Class Teacher	2023 - 2024
<i>Ratings: 4.6/5.0, N = 31 (2023)</i>	
Marketing Strategy (MG445E, Executive Master) - GTA & Instructor	2022 - 2024
Digital Marketing (MG4F3, MSc) - GTA & Instructor	2021 - 2024
Consumer Neuroscience (MG4J7, MSc) - GTA & Instructor	2024 - 2025

Industry

Funder & CEO, AquaMind, Shanghai, China	2022 - present
User Data Scientist, NetEase Games, Guangzhou, China	2019 - 2021
IT Consultant, Tongdao Liepin Group, Guangzhou, China	2016 - 2017

Doctoral Coursework & Workshop

**Audited Course*

Marketing Research

Marketing I: Consumer Behaviour and Quantitative Modelling	Amitav Chakravarti & Xiaolin Li
Marketing II: Consumer Behaviour and Quantitative Modelling	Om Narasimhan & Amitav Chakravarti
A Social Sciences Perspective of Academic Research in Management	Naufel Vilcassim
Marketing and Development*	Rajesh Chandy & Om Narasimhan
Empirical Marketing Models*	Xu Zhang & Puneet Manchanda
Theoretical Marketing Models*	Oded Koenigsberg & Nicolas Padilla
Sustainable Behaviour*	Eduardo B. Andrade

Economics & Data Science

Microeconomics for MRes students*	Michele Piccione & Balazs Szentes
Labour Economics for Research Students (i)	Alan Manning & John Van Reenen
Labour Economics for Research Students (ii)	Stephen Machin & Yona Rubinstein
Econometrics*	Alexey Onatskiy
Multivariate Analysis and Measurement	Jouni Kuha
Causal Inference for Observational and Experimental Studies	Jouni Kuha
Causal Inference Workshop (Main)	Donald Rubin & Matias Cattaneo
Causal Inference Workshop (Advanced)	Jeffrey Wooldridge & Christian Hansen

Updated: June 2024

Machine Learning and Data Mining*

Xinghao Qiao

Machine Learning for Analytics, Marketing and Operations*

Stephan Seiler & Martin Haugh

Miscellaneous

Language: Cantonese (native), Mandarin (native), English (proficient), Korean (basic)

Tools: MATLAB (fair), Stata (fair), R (intermediate), Python (intermediate), Mathematica (basic), LaTeX (basic)

Certificates:

Project Management Professional (PMP), Project Management Institute (PMI)

Professional in Business Analysis (PMI-PBA), Project Management Institute (PMI)

MasterTrack in Machine Learning for Analytics, University of Chicago

MicroMasters in Data, Economics, and Development Policy, Massachusetts Institute of Technology

Sport Qualifications:

[The first Chinese Master Instructor of Scuba and Freediving in Europe](#)

Instructor & International Judge, International Association for the Development of Apnea (AIDA)

Master Scuba Diver Trainer & Master Freediving Instructor, Professional Association of Diving Instructors (PADI)

Kendo 1-dan, British Kendo Association (BKA)